



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)  
1010 Wisconsin Ave NW  
Suite 800  
Washington, DC 20007

**Contract # 832282**

**Schedule Dates** 10/09/12-10/15/12  
**Advertiser** Paul Hirschbiel for Congress (39143)  
**Agency/T-Code** Greer, Margolis, Mitchel (GMMB) (1700)/1053989  
**Product** Political - US House (1175)  
**Brand** DEMOCRAT (169542)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** GILROY, MAURA  
**Phone/Fax** (757) 362-3300 /  
**CPE** 106/113/1220  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments** HIRSCHBIEL 10/9  
PAUL HIRSCHBIEL FOR CONGRESS

**Date Entered** 05/31/12  
**Last Modified** 10/08/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06161133  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,360.00  
**Net Total** \$19,040.00  
**Sales Tax**

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Oct. 2012	44	\$22,400.00
<b>Grand Total:</b>	<b>44</b>	<b>\$22,400.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	12:58P- 2P (ET)	2		X	X	X	X			2	\$275.00	\$550.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/8/12
2.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	10A- 10:58A (ET)	2		X	X	X	X			2	\$170.00	\$340.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/8/12
3.1	Normal Line / SPOT	10/09/12-10/12/12	4	:30	11:35P- 12:02A (ET)	3		X	X	X	X			3	\$480.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	10/8/12
4.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	10:58A- 12P (ET)	2		X	X	X	X			2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	THE VIEW	10/8/12
5.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	12P- 12:57P (ET)	1		X	X	X	X			1	\$170.00	\$170.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/8/12
6.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	2P- 3P (ET)	1		X	X	X	X			1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA IN THE AFTERNO	10/8/12
7.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	3:58P- 4:58P (ET)	1		X	X	X	X			1	\$200.00	\$200.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/8/12
8.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	4:58P- 5:29P (ET)	4		X	X	X	X			4	\$550.00	\$2,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/8/12
9.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	5A- 5:58A (ET)	4		X	X	X	X			4	\$250.00	\$1,000.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/8/12
10.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	5:29P- 5:58P (ET)	2		X	X	X	X			2	\$550.00	\$1,100.00	Norfolk (WVEC) (WVEC)	NEWS	10/8/12
11.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	6P- 6:30P (ET)	1		X	X	X	X			1	\$650.00	\$650.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	10/8/12
12.1	Normal Line / SPOT	10/09/12-10/12/12	5	:30	5:58A- 7A (ET)	3		X	X	X	X			3	\$450.00	\$1,350.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/8/12
17.1	Normal Line / SPOT	10/12/12-10/12/12	4	:30	10P- 11P (ET)							1		1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	20/20	10/8/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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19.1	Normal Line / SPOT	10/13/12-10/13/12	5	:30	12:05A- 1:05A (ET)							1		1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	LAW AND ORDER after sports	10/8/12
20.1	Normal Line / NCAA - FOOTBALL	10/13/12-10/13/12	5	:30	12P- 6:58P (ET)							1		1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	CLLG FTBL SEP-DEC12	10/8/12
21.1	Normal Line / SPOT	10/13/12-10/13/12	5	:30	8A- 9A (ET)							1		1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/8/12
22.1	Normal Line / SPOT	10/14/12-10/14/12	4	:30	10A- 10:58A (ET)								1	1	\$440.00	\$440.00	Norfolk (WVEC) (WVEC)	THIS WEEK	10/8/12
23.1	Normal Line / SPOT	10/14/12-10/14/12	5	:30	11:35P- 12:35A (ET)								1	1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	LAW AND ORDER	10/8/12
24.1	Normal Line / SPOT	10/14/12-10/14/12	4	:30	6P- 6:30P (ET)								1	1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	NEWS	10/8/12
25.1	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9P- 10P (ET)								1	1	\$3,000.00	\$3,000.00	Norfolk (WVEC) (WVEC)	ABC DRAMAEFF 9/30/12	10/8/12
26.1	Normal Line / SPOT	10/14/12-10/14/12	5	:30	9:30A- 10A (ET)								1	1	\$125.00	\$125.00	Norfolk (WVEC) (WVEC)	CHRIS MATTHEWS	10/8/12
27.1	Normal Line / SPOT	10/09/12-10/14/12	5	:30	11P- 11:35P (ET)	5		X	X	X	X	X	X	5	\$750.00	\$3,750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	10/8/12
30.1	Normal Line / SPOT	10/15/12-10/15/12	4	:30	11:35P- 12:02A (ET)		1							1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	REVENGEFF 9/26/12	10/8/12
31.1	Normal Line / SPOT	10/15/12-10/15/12	5	:30	10:58A- 12P (ET)		1							1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REVENGEFF 9/26/12	10/8/12
35.1	Normal Line / SPOT	10/15/12-10/15/12	5	:30	4:58P- 5:29P (ET)		1							1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	REVENGEFF 9/26/12	10/8/12
36.1	Normal Line / SPOT	10/15/12-10/15/12	5	:30	5A- 5:58A (ET)		1							1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	REVENGEFF 9/26/12	10/8/12

### CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WVEC Norfolk

**Date:**

10/8

I, Maura Gilroy,being/on behalf of: Paul Hreschbier, a legallyqualified candidate of the Democratic politicalparty for the office of: House of Representativesin the Generalelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges:**

\$ 19,040

Net

# 832282

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## Hirschfeld for Congress

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Jody Wagner PO Box 8728 Virginia Beach VA 23450

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

5/01/12  
Date

M. Diney  
Signature

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Penne Marsh      Penne Marsh      NSC  
Signature      Printed Name      Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Paul Heschbriel  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. Gray  
signature of candidate or authorized committee

Maura Gray  
printed name

5/21/12  
date